

DON'T WORRY

Along with a Dusty Coal Stove, or a Wornout Gas Range, When We Make It

SO EASY

For You to Get Something Better

We Offer

You this full-sized "up-to-the-minute"

Cabinet Range

\$3.00 down

and \$3.00 a

month with

your gas bills.

Guaranteed to

give good service.

WINNING PARCEL POST ESSAYS

FIRST PRIZE, \$5

"How Washington Merchants Can Best Reap the Benefits of the Parcel Post by Seeking Trade for Parcel Post Delivery."

With the inauguration of the parcel post delivery, the merchants of Washington are afforded a golden opportunity for building up a rich mail order business. Advertise.

By judicious advertising merchants may, at a very moderate cost, send goods through the mail promptly and safely. Advertise.

With the National Capital as the center, zones are now opened up—a virgin field for wide-awake business men. Advertise.

The parcel post delivery is an epoch in the business world. Its possibilities are numerous, and the pioneers in the field are sure to reap rich returns. Advertise.

ADVERTISING is the key to the situation.
J. J. MALONE,
61 Q Street Northeast.

SECOND PRIZE, \$5

"How the Consumer Can Best Reap the Benefits of the Parcel Post by Buying from Washington Merchants."

In the parcel post law, the buying public is greatly benefited, not only in the immediate delivery of merchandise purchased, but in the cost as well.

The progressive merchants of Washington, daily calling attention to their bargains and special sales, are compelled to maintain a delivery department, which in itself entails a large expenditure annually, which amount, with the losses incurred, must be considered in the cost of goods, therefore in comparison to the small cost of parcel post delivery, and the government insuring same, the local consumer is the gainer thereby.

WILLIAM J. HARBISON, Jr.,
1342 T Street N. W.

THIRD PRIZE, \$5

"What Buyers Are Most Likely to Buy of Washington Merchants for Parcel Post Delivery."

Buyers who avail themselves of parcel post in purchasing from Washington merchants will consider, first, the percentage of increase in cost of article which they must pay for postage; second, articles not procurable at their local stores. In view of this, ready-made clothing, lingerie, ready-to-wear articles of all kinds, notions, and jewelry will have the greatest demand of all classes of merchandise for parcel post delivery. A weekly bargain sheet which reaches the consumer regularly—probably posted in conspicuous places throughout the country—would bring thousands of orders. A bargain is dear to the country woman's heart.

MRS. M. E. SMOOT,
816 Wash. Loan and Trust Bldg.,
Washington, D. C.

BOOST WASHINGTON WINNING ESSAYS AND AWARDS

Essay Awarded First Prize—
United States Coupon Bond—\$20

To present the attractions of Washington as an ideal place of residence, the following plan is suggested:

Appoint a good advertising manager and inaugurate a campaign of publicity. Prepare newspaper write-ups, illustrated, outlining the educational and other advantages of the National Capital. Lay stress upon the fact that the cost of living here is not excessive. Detail the improvements planned for the near future and the opportunities for employment in all arts and trades. Correct the impression that Washington is a place of residence for the rich only or a poor business place. Feature tax rate, government participation in improvements, &c. Prepare motion pictures and stereoscopic slides, to be loaned free, with a lecture for educational purposes. Issue booklets for free distribution at conventions, State fairs, &c. Reach the people with the facts, and the object will be attained—a capacity audience for the greatest show on earth.

JOSEPH H. HANNEN,
Colorado Building.

Essay Awarded Second Prize—\$3

The civic advantages of Washington, the National Capital, can best be brought to the attention of those most likely to locate here by the method which has been successfully and profitably adopted by several ambitious cities.

Advertise nationally in newspapers and magazines, and follow up inquiries with descriptive literature and explanatory letters. This city has "talking points" not equaled by any other city in America. If properly exploited, the very exceptional advantages of Washington as a residential and prospective business city should result in inquiries and actual residents being acquired at

much less expense than other wide-awake cities are willing to pay.

The Chamber of Commerce, Board of Trade, or Ad Club could attend to the details, aided by the business men of the city. Save the energy and money usually dissipated on the numerous "schemes," which look like getting publicity for nothing and generally result in getting nothing. Go to it right. There's one right way—the method I have suggested.

Windsor Apartment.
WALTER McDONNELL.

Essay Awarded Third Prize—\$2

Provide work. The common-sense American desiring to settle in a city is not lured by a mere "Welcome" sign. Necessity for "bread and butter" stops him where there is real work, not imaginary. Establish industries, set a premium on trades, destroy the tradition that Washington is a residence city, of governmental jobs. Washington's resources are many, but are they in condition to give employment to many? Let some great man or society get these resources ready. Then advertise, and people will come. But provide work!

THOMAS V. MURTO,
619 Sixth Street Northeast.

Additional Prize Awards

To C. F. Stoddard, House Office Building, two orchestra tickets, Elks Club Theater, to see Walker Whitehead in "The Typhoon."

Mrs. William L. Dunlop, Jr., 2514 N Street Northwest, two orchestra tickets, Columbia Theater, to see Grace Fikins in "The Love Leash."

Miss M. Louise Belote, 621 G Street Southwest, two orchestra tickets, National Theater, to see Mrs. Fiske in "The High Road."

Herbert S. Burley, 55 R Street Northeast, two orchestra tickets, Chase's, to see Amelia Bingham and polite vaudeville.

J. Frank Leary, 2210 M Street Northwest, two orchestra tickets, Polka, to see "The College Widow."

Miss W. Lucas, 1612 First Street Northwest, two orchestra tickets, Academy, to see "The White Slave."

Miss Iva L. Walters, 1742 Columbia Road Northwest, seven seats, reserved Tuesday night, March 25, Cosmos Theater.

Mrs. M. B. Davison, the Astoria, a box for six, Casino Theater, Tuesday night, March 25.

H. L. Anderson, 1222 Twelfth Street Northwest, a box for six, the Garden Theater, Wednesday night, March 26, see "Cleopatra."

Marie L. Dallas, 1423 R Street Northwest, two orchestra tickets, Columbia Theater, for tonight, to hear Nox McCain lecture on Sahara.

Leah R. Lucas, 1612 First Street Northwest, two orchestra seat tickets, Columbia Theater, Monday afternoon, March 24, to hear Nox McCain lecture on Sahara.

Troy A. Nelson, 1266 G Street Northwest, two orchestra tickets, Gayety Theater, for Waldron's "Troisleros."

R. Loudun, 1022 Eighth Street Northwest, two orchestra tickets, Lyceum Theater, to see "The Girls from Missouri."

Arthur Lezak, Lock Box 214, Washington, and Mrs. J. H. Hurley, 1232 Florida Avenue Northeast, each two orchestra tickets, Columbia Theater, to hear Nox McCain Monday afternoon, March 24, lecture on Sahara.

Watson Davis, 900 Eleventh Street Southeast, season pass for two, Virginia Theater, Ninth Street Northwest; daily change of excellent photoplays.

NOTE—The money prizes awarded will be mailed to the respective winners during the week, and the theater tickets will be mailed in due time for those to whom they are sent to receive them Monday, March 24.

PARCEL POST AND BOOST EDITOR,
The Washington Herald.

We Connect

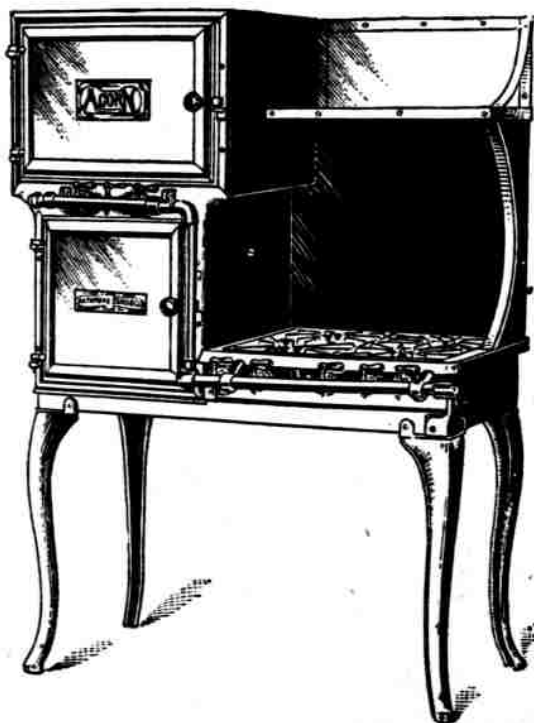
It Up

Free of Charge

If there is a half inch or larger gas outlet in the room where the range is to be used.

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\$25



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425 TENTH STREET N. W.